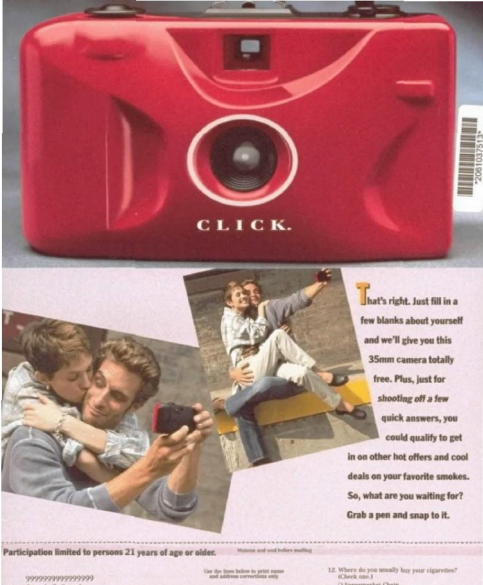

That's right. Just fill in a few blanks about yourself and we'll give you this 35mm camera totally free. Plus, just for *shooting off a few* quick answers, you could qualify to get in on other hot offers and cool deals on your favorite smokes. So, what are you waiting for? Grab a pen and snap to it.

Participation limited to persons 21 years of age or older. Maximum and void where mailing restrictions prohibited.

Use the lines below to print name and address corrections only

9999999999999999
Sample S. Sample
123 Any Street
Anytown, UN 00000

Do you smoke cigarettes? ❑ Yes ❑ No, but please send me my free camera anyway (skip to question 14).

By signing below, I certify that I am a cigarette smoker 21 years of age or older. I am also willing to receive cigarette coupons and branded incentive items in the mail, subject to applicable federal and state laws.

Signature (required) X _____

Birth Date (required) ____/____/____ (Month / Day / Year)

Phone Number (____ **)** _____ (Area Code)

Today's Date ____/____/____ (Month / Day / Year)

1. What is your regular brand of cigarettes–that is, the brand you smoke most often?

(Brand)

2. Is your regular brand ...? (Check one.)
❑ Regular/King Size
❑ 100's
❑ 120's

3. Is your regular brand ...? (Check one.)
❑ Menthol
❑ Non-Menthol

4. Is your regular brand ...? (Check one.)
❑ Full flavor
❑ Medium
❑ Lights/Mids
❑ Ultra/Extra Low Tar
❑ Lowest/1 mg Tar

5. Do you usually buy a by the ...? (Check one.)
❑ Pack
❑ Carton
❑ Both Ways

6. How long have you smoked this brand? (Check one.)
❑ Less than 1 year
❑ 1 to 2 years
❑ 2 to 3 years
❑ 3 to 5 years
❑ Over 5 years

7. What, if any, was your previous brand?

(brand)

8. The next time you go to the store, if your regular brand were not available, what would you do? (Check one.)
❑ Go to another store to buy my regular brand.
❑ Buy another type or length of my regular brand.
❑ Wait until the store has my regular brand.
❑ Buy a different brand entirely.

9. Which of the following statements best describes the way you use cigarette coupons? (Check one.)
❑ I use almost any cigarette coupon I get.
❑ I occasionally use coupons for cigarettes, even if they are not for my regular brand.
❑ I only use coupons if they are for my regular brand.
❑ I never use coupons to buy cigarettes.

10. If your regular brand were not available, which of the following brands would you consider buying? (Check all that apply.)

❑ Alpine	❑ Doral	❑ Newport
❑ Bank	❑ GPC	❑ Now
❑ Benson & Hedges	❑ Kent	❑ Parliament
❑ Best Buy	❑ Kool	❑ Salem
❑ Best Value	❑ Marlboro	❑ Store brand/ Generic
❑ Cambridge	❑ Misty	❑ True
❑ Camel	❑ Monarch	❑ Vantage
❑ Capri	❑ Montclair	❑ Virginia Slims
❑ Carlton	❑ More	❑ Winston
❑ Other _____		❑ None

(brand)

11. Please list all the brands of cigarettes you smoked at least one pack of in the past two weeks. How many packs did you smoke of each brand? **Use as many lines as you need. Write in exact number of packs for each brand below.** (Note: 1 carton = 10 packs.)

Brand Name	# of Packs

12. Where do you usually buy your cigarettes? (Check one.)
❑ Supermarket Chain
❑ Neighborhood Grocery
❑ Convenience/Gas Station
❑ Drug Store/Pharmacy
❑ Discount Store

13. How often do you use special in-store cigarette offers, such as a free gift with purchase, a 2-for-1, or special prices?

	Frequently	Occasionally	Never
I look for special offers for my regular brand...	❑	❑	❑
I take advantage of special offers for brands other than my regular brand...	❑	❑	❑

14. Is there another smoker in your household 21 years of age or older? Please print full name, birth date and regular brand.

First Name _____ M.I. _____ Last Name _____

____/____/____
Birth Date

Regular Brand

15. Do you have friends, 21 years of age or older, who smoke and would like to receive cigarette coupons and branded incentive items in the mail? Please print full names and phone numbers.

Name _____
(____) _____
Area Code Phone Number

Name _____
(____) _____
Area Code Phone Number

16. Which of the following best describes you? (Check one.)
❑ White ❑ African American ❑ Asian
❑ Hispanic ❑ American Indian ❑ Other

Free Camera Offer good until 1/31/98. Please allow 10 to 12 weeks for delivery. Only manufacturer's warranty applies. Not responsible for lost, late, misdirected or postage-due mail. Offer good only in U.S.A. Consumer Survey Associates Contest Office is limited to one per person regardless of the number of surveys completed. Your camera is not returnable for exchange. Survey is not transferable. No photocopies or facsimiles will be accepted. Void where prohibited, taxed or licensed.

Limited to persons 21 years of age or older.

© 1997 Consumer Survey Associates, New York.

Source: https://www.industrydocuments.ucsf.edu/docs/zmd01037513